

Alberta Tourism Market Monitor

New regional accommodation indices for selected cities and towns available

From this month onward, accommodation indices are provided at a more in-depth geographical level for Alberta. This includes occupancy rate, average daily room rate and revenue per available room on a monthly and year-to-date basis for 22 cities and towns across Alberta, as well as Total Alberta, as provided by Smith's Travel Research Limited (STR). The current month data (January 2016 for this edition) and the year-to-date accommodation indices will be provided. This information will be removed from historical editions of this publication based on our subscription agreement with STR.

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The accommodation indices traditionally provided by CBRE (formerly PKF) for Calgary, Edmonton, Alberta Resorts, Other Alberta and Total Alberta (excluding Resorts) will continue to be published in the Market Monitor. The two data sources are complementary to each other, since the CBRE data provides accommodation indices for the two major cities in Alberta and at a higher level for the rest of Alberta, while the STR data source provides more in-depth data for specific towns and cities. The accommodation indices from CBRE and STR are based on a different sample of hotels.

Most indicators softening, but Banff stands out for its robust performance

Most indicators tracked in the Market Monitor showed a sluggish month for January 2016, as economic woes continue throughout the province. Statistics Canada reported that employment in the accommodation and food services sector in Alberta dropped by 12% in January compared to the same month in 2015. This decrease continued in February 2016 (13.7% decrease compared to February 2015).

Occupancy rates across cities and towns also experienced a slow month in January, especially some areas in Central Alberta. At the provincial level (Total Alberta), the occupancy rate was 42.7% in January 2016, while the average daily room rate was \$135.51 and the revenue per available room was \$57.84. Banff, however, remained resilient: in January 2016, it had the highest average daily room rate and revenue per available room in Alberta (\$159.78 and \$82.39, respectively). Banff National Park also welcomed approximately 197,000 visitors in January, a 6.3% jump from the same month in 2015.

2015/16 Alberta Tourism Market Monitor

Alberta Culture and Tourism

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Air Passengers 2016 (000's of arrivals and departures) ¹													
Edmonton International Total	562.4p	554.2p											1116.6p
Per cent change from 2015	-3.4%	-1.3%											-2.4%
Domestic	400.0p	397.9p											798.0p
Per cent change from 2015	0.5%	4.5%											2.4%
Transborder	97.0p	95.2p											192.2p
Per cent change from 2015	-18.0%	-20.5%											-19.2%
International	65.4p	61.1p											126.5p
Per cent change from 2015	-0.5%	0.2%											-0.2%
Calgary International Total	1203.2p												1203.2p
Per cent change from 2015	0.3%												0.3%
Domestic	808.3p												808.3p
Per cent change from 2015	0.9%												0.9%
Transborder	236.3p												236.3p
Per cent change from 2015	-7.2%												-7.2%
International	158.6p												158.6p
Per cent change from 2015	10.3%												10.3%
Fort McMurray International Total	n/a												
Per cent change from 2015	n/a												
Highway Count 2016 (000's of vehicles) ²													
Hwy 1 -Sask border w-bound	57.1												57.1
Per cent change from 2015	-1.0%												-1.0%
Hwy 1 - Banff Pk Gate (2-way)	542.1												542.1
Per cent change from 2015	8.0%												8.0%
Hwy 16 - Jasper Pk Gate (2 way)	90.1												90.1
Per cent change from 2015	-6.4%												-6.4%
Hwy 16 - Blackfoot w-bound	143.9												143.9
Per cent change from 2015	-12.3%												-12.3%
National Park Attendance (000's of visitors) 2016 ³ Does not include Group Tours													
Banff	196.6p												196.6p
Per cent change from 2015	6.3%												6.3%
Jasper	51.0p												51.0p
Per cent change from 2015	-3.4%												-3.4%
Waterton Lakes	8.5p	11.5p											20.0p
Per cent change from 2015	26.9%	53.3%											40.8%
Employment (000's of persons) 2016 Seasonally Adjusted ⁴													
Accommodation and Food Services	138.0p	135.7p											136.9p
Per cent change from 2015	-12.0%	-13.7%											-13.1%

Sources: Edmonton International Airport, Calgary International Airport, Fort McMurray International Airport, Alberta Transportation, Parks Canada, Statistics Canada.

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Accommodation Indices 2015³													
Edmonton Occupancy Rate	54.4%	65.3%	67.1%	67.7%	64.3%	69.7%	64.8%	63.9%	64.5%	63.1%	62.2%	47.9%	63.0%
Point change from 2014	-3.9	-2.8	-7.1	-7.6	-9.1	-0.1	-1.2	-13.3	-0.6	-9.2	-11.9	-7.1	-6.6
Average Daily Room Rate	\$131.29	\$134.52	\$135.93	\$134.91	\$133.27	\$138.75	\$132.4	\$132.58	\$135.14	\$135.73	\$137.19	\$130.42	\$135.64
Variance from 2014	1.4%	1.0%	0.5%	0.2%	-0.8%	1.3%	0.9%	-4.2%	-2.2%	-1.6%	-2.6%	-3.4%	-1.1%
Revenue per available room	\$71.42	\$87.81	\$91.22	\$91.40	\$85.73	\$96.77	\$85.77	\$84.73	\$87.13	\$85.67	\$85.28	\$62.51	\$85.44
Calgary Occupancy Rate	55.0%	61.8%	63.5%	64.1%	69.8%	70.2%	78.1%	75.3%	71.1%	63.3%	54.3%	45.1%	64.3%
Point change from 2014	-3.0	-1.6	-4.1	-7.5	-1.1	-6.3	0.1	-3.9	-8.4	-10.5	-12.6	-7.9	-5.6
Average Daily Room Rate	\$156.48	\$156.30	\$156.76	\$159.31	\$159.78	\$171.43	\$185.06	\$147.53	158.12	\$154.05	\$150.66	\$137.35	\$157.47
Variance from 2014	-0.4%	-3.3%	-2.0%	-2.8%	-2.2%	-7.1%	-2.5%	-1.6%	7.2%	-8.7%	-7.0%	-8.2%	-4.9%
Revenue per available room	\$86.08	\$96.56	\$99.56	\$102.11	\$111.55	\$120.33	\$144.48	\$111.16	\$112.36	\$97.45	\$81.88	\$61.94	\$101.27
Alberta Resorts Occupancy Rate	40.8%	53.3%	48.8%	48.9%	60.6%	78.7%	90.9%	92.4%	82.6%	58.7%	37.7%	50.4%	62.3%
Point change from 2014	2.8	7.8	3.7	2.7	-0.2	2.9	2.9	0.7	1.9	4.1	-3.9	1.0	2.5
Average Daily Room Rate	\$183.23	\$177.86	\$176.03	\$170.91	\$201.13	\$260.92	\$294.18	\$299.60	\$260.20	\$190.13	\$168.14	\$244.97	\$232.32
Variance from 2014	10.5%	1.3%	5.4%	4.8%	6.8%	8.2%	10.9%	10.1%	12.8%	6.7%	2.2%	11.4%	8.4%
Revenue per available room	\$74.83	\$94.88	\$85.94	\$83.51	\$121.88	\$205.47	\$267.52	\$276.75	\$214.84	\$111.56	\$63.30	\$123.51	\$144.83
Other Alberta* Occupancy Rate	52.5%	55.0%	53.3%	48.3%	51.3%	58.6%	59.0%	57.0%	56.1%	50.5%	46.0%	33.2%	51.7%
Point change from 2014	-7.5	-11.5	-14.6	-11.4	-13.1	-8.3	-9.5	-14	-15.6	-19.3	-20.4	-16.0	-13.5
Average Daily Room Rate	\$133.36	\$132.26	\$131.29	\$128.86	\$126.21	\$127.84	\$128.17	\$127.47	\$126.80	\$124.74	\$125.41	\$119.40	\$128.03
Variance from 2014	2.7%	1.1%	0.3%	-0.7%	-2.2%	-1.9%	-1.5%	-2.5%	-4.3%	-5.8%	-4.9%	-9.2%	-2.2%
Revenue per available room	\$69.96	\$72.74	\$70.01	\$62.20	\$64.77	\$74.90	\$75.63	\$72.71	\$71.08	\$62.98	\$57.67	\$39.63	\$66.16
Total Alberta (excl. Resorts) Occupancy Rate	53.8%	60.0%	60.2%	58.6%	60.4%	65.3%	66.5%	64.5%	63.1%	57.9%	53.2%	41.0%	58.7%
Point change from 2014	-5.2	-6.0	-9.3	-9.0	-8.5	-5.3	-4.1	-10.8	-10.6	-13.8	-15.7	-11.0	-9.1
Average Daily Room Rate	\$139.70	\$140.35	\$140.75	\$141.06	\$139.71	\$145.07	\$149.69	\$135.98	\$140.05	\$137.83	\$137.22	\$129.04	\$140.03
Variance from 2014	1.4%	0.0%	0.1%	-0.9%	-1.2%	-3.1%	-0.2%	-2.2%	-4.2%	-5.1%	-4.3%	-6.6%	-2.4%
Revenue per available room	\$75.12	\$84.22	\$84.76	\$82.69	\$84.39	\$94.68	\$99.53	\$87.74	\$88.31	\$79.86	\$72.94	\$52.91	\$82.24
Food Services and Drinking Places 2015 (\$ Millions) unadjusted⁴													
Total Receipts for Alberta	\$689.4r	\$658.1r	\$729.7r	\$719.6r	\$766.1r	\$741.1r	769.4r	761.1r	735.7r	752.9r	705.7r	733.6p	730.1p
Per cent change from 2014	6.0%	4.4%	1.6%	1.6%	1.7%	0.5%	1.9%	0.3%	0.1%	-1.8%	-3.0%	-1.4%	0.9%
Historic Sites and Museums 2016 (000's of visitors)⁷													
Visitor Attendance	10.6p**	26.4p											37.0p
Per cent change from 2015	-5.9%	14.8%											7.9%
Exchange Rates 2016⁸													
Canadian Dollar/U.S. Dollar (noon)	0.70	0.72											0.71
Canadian Dollar/ Euro	0.65	0.65											0.65
Canadian Dollar/ Great British Pounds	0.49	0.51											0.50
Oil Price: Western Texas Intermediate (WTI) 2016⁹													
Cushing, OK Spot Price (US Dollar per Barrel)	31.68												31.68
Hotel Projects Valued \$5 million or Greater 2016 (\$ Millions)¹⁰													
Total Value of Hotel Projects Inventory	\$899												\$899
Sources: CBRE Limited, Statistics Canada, Alberta Culture, Bank of Canada, WTI, Government of Alberta													

*Other Alberta includes Lethbridge, Red Deer, and other Alberta communities

**Please note that the Royal Alberta Museum closed on December 6, 2015. See Notes section for details.

Note: New monthly figures are shown in bold type. Revisions will be bolded. r=revised p=preliminary

1. Air Passengers - Numbers are preliminary estimates of air passenger arrivals and departures at the Edmonton International and Calgary International Airports.

Source: Edmonton International Airport, Calgary International Airport and Fort McMurray International Airport Websites.

2. Highway Traffic: These are monthly totals. The monthly average daily traffic (average number of vehicles per day) is calculated by dividing the monthly total by the number of days in the month passing the counter locations and in the direction indicated for a particular month. Automatic Traffic Recorders counts all vehicles by direction. Year-to-date is a cumulative total for all vehicles.

Source: Alberta Transportation's Automatic Traffic Recorders (ATR). <http://www.transportation.alberta.ca/3459.htm>

3. National Park Attendance - Attendance is reported as the number of visits to National Parks in Alberta. Data are preliminary unless otherwise noted.

Banff National Park and Jasper National Park reflect independent travellers only, and do not include people travelling as part of a tour group. The tour group data are included in the annual edition of the Market Monitor.

Source: Parks Canada.

4. Employment Food and Accommodation Sector - The employment figure represents all persons who worked for pay or profit or unpaid work in the food services and accommodation sector, including businesses or other ventures owned or operated by a related family member(s) during the reference period of the survey. The year-to-date total is an average for the year.

Source: Statistics Canada, Labour Force Survey.

5. Accommodation Indices for Major Regions - Occupancy rates and average daily room rates are based on monthly averages of all reporting hotels, motels and motor hotels in each designated region. Alberta Resorts includes the resort communities of Banff, Lake Louise, Kananaskis, Canmore and Jasper.

Other Alberta includes Lethbridge, Red Deer, and other Alberta communities.

Revenue per available room is calculated using the occupancy rate and average daily room rate.

Source: CBRE Limited with reproduction and use of information subject to CBRE Disclaimer and Restrictions as detailed at www.cbre.ca.

6. Food Services and Drinking Places - The monthly survey of Food Services and Drinking Places provides estimates of the value of sales and the number of locations of restaurants, caterers, and drinking places by province and by industry at the North American Industry Classification System (NAICS) four-digit level. Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. The target population is the 3 digit NAICS level of 722, which includes: Full-service restaurants, limited service eating places, special food places and drinking places. The year-to-date total is an average for the year.

Source: Statistics Canada, Food Services and Drinking Places.

7. Historic Sites and Museums - Visitor attendance figures are monthly totals based on fifteen historic sites, the Royal Alberta Museum, the Royal Tyrrell Museum of Paleontology, and the Tyrrell Field Station. **The Royal Alberta Museum closed on December 6, 2015. As a result Royal Alberta Museum visitation numbers were removed from the visitor attendance numbers starting January 2016, in order to make comparison with previous years and growth rate calculations possible. The Tyrrell Field Station closed on weekends and holidays starting October 17th.

8. Exchange Rate- this is the average monthly exchange rate.

Source: Bank of Canada.

9. Western Texas Intermediate - This is the average monthly oil price.

Source: Cushing, OK WTI Spot Price FOB.

10. Major hotel projects in Alberta - This is the inventory of hotel projects in Alberta, including new hotels and renovations valued at \$5 million or greater. It is not a complete list of hotel projects. The project stages included in the reported number are: announced, under construction and completed. If the project is completed, it will be removed from the inventory after 30 days from completion. More information on other tourism and recreation projects is available on the website provided below.

Source: Government of Alberta. <http://majorprojects.alberta.ca/>

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